

AUTOMOBILES ALL GOOD ROADS

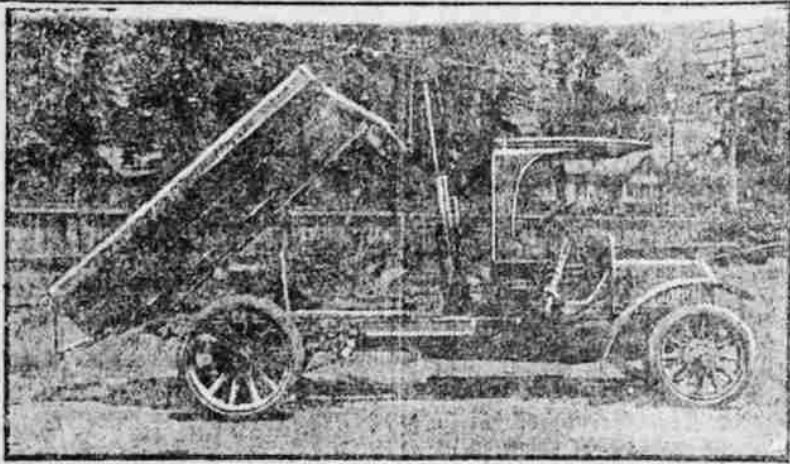
AUTOMOBILE TRADE CONDITIONS GOOD

Salt Lake Dealers Responsible for Healthy Conditions in This City.

Automobile trade conditions are better in Salt Lake than any other large city in the country, is the verdict of nearly all the representatives of the large motor car manufacturers who are visiting Salt Lake these days on their way to and from the coast. This is greatly due to the strong and efficient automobile trades association in this city, according to F. J. Pardee, an automobile dealer of Los Angeles, who spent part of the past week in Salt Lake. While here, he looked into the business conditions of the local association.

Mr. Pardee came to the conclusion that the weekly dinner held in Salt Lake, at which time all the dealers in motor cars and accessories "break bread" at the same table, is the real secret behind the Salt Lake organization. At this time competitors in trade feel free to discuss trade conditions with each other. If a dealer finds himself bidding against another dealer on a trade-in proposition, which if carried out would mean a loss to the man making the sale, he is able to find his mistake in time to save himself a loss. While there is no rule of any kind affecting trades which it is impossible to make and keep, yet a calm discussion of facts in relation to an old car often prevents a loss to some dealer or other.

However, one of the strong points of the association, according to Mr. Pardee, is the credit department, and collection department. This work of the association has made it possible to locate all the "dead-beats" in the automobile trade, and the collection department helps in collecting bills from these same dead-beats. Mr. Pardee says Salt Lake is looked upon as an ideal town from a trade standpoint of view, and that the local association was given credit for these conditions.



POWER DUMP.

Let us solve your transportation problems. Our truck department is in charge of A TRANSPORTATION EXPERT. A phone call will put him at your service to solve your trouble.

SALT LAKE AUTOMOBILE CO.

162 E. 1st St. S.O. "Service our Specialty." Mack, Saurer and International Trucks, 1 to 10 tons.

BOTTERILL SHOWS LIGHT SIX HUDSON

Arrival of the light six Hudson at the Botterill company's establishment is causing Frank Botterill and the salesmen to wear a smile that won't come off. The representative from The Tribune called at Botterill's yesterday and he almost thought he was in a department store bargain rush. Mr. Botterill says that never in the history of the organization has the arrival of a new car created so per cent of the interest that has been caused by this new Hudson model. Mr. Botterill said yesterday:

"We have had a constant stream of people in our showroom ever since last Monday morning, when the car was first put on display. There is no doubt but what a great many people have been waiting for a real high grade light six-cylinder car, and the Hudson company are the first manufacturers who have realized what a tremendous demand there would be for this type of car. During the past several days I have personally demonstrated this car to a great many old automobile owners and also prospective automobile purchasers, and every one that I have had in the car has immediately become enthusiastic.

"This new Hudson model weighs less than 2500 pounds, actual scale weight, completely equipped, including extra tire complete and ready for the road. In the tests that I have made in this city I have averaged between fourteen and seventeen miles on a gallon of gasoline. The flexibility and power of the motor are surprising, and more than fulfill our expectations. I have driven the car at less than two miles an hour for several blocks on the high. The celebrated Fort Douglas hill and the North Main street hill and other yet demonstrating hills are easily taken by this car on the high gear. The spring suspension is really wonderful, as the car practically floats over rough roads without the least sign of vibration. Old and experienced motor car users, after they have been in the car, are

wildly enthusiastic and do not hesitate to state that the new car is absolutely the most silent, flexible and easy riding car that they have ever been in, with the possible exception of the highest grade cars, such as the Pierce Arrows.

Our sales for the past week have exceeded any week's business that we have had, and to prove how popular this car is, we have received telegraphic orders for three cars from Rock Springs, two cars from Twin Falls, and two cars from Evanston. Besides this we have sold five cars at retail in this city, and during the week have received orders for two Pierce Arrows. We are for awhile going to be badly handicapped on deliveries of the light six car, as our second carload will not be shipped from the factory for approximately two weeks. January shipments in quantities will commence to come to us.

Two five-passenger 48 Pierce Arrows will arrive Monday of this coming week, one for the Mountain States Telephone and Telegraph company, and the other a car for Judge H. H. Rolapp of Ogden.

"The superiority of the motor truck over horse drawn equipment is beginning to be appreciated by the merchants of Salt Lake City," said E. M. Grady of the Grady-Rouche Motor Car company during a conversation with the writer yesterday. "Hardly a day passes without our receiving an inquiry regarding the Chase truck from some local business man."

On another page of this paper is shown a photograph of a model B Chase truck delivered yesterday to the Murray Laundry company. This truck is the first of an installment of five to be put into operation by this progressive company. Anxious to give its patrons the best in way of service and realizing that this can be best accomplished by the use of motor trucks, the laundry is among the first to adopt this up to date service in its particular line of business in Salt Lake City. After thorough and exhaustive competitive tests covering a period of several weeks, this company has chosen the Chase truck as the one best adapted to its work owing to its simplicity and low cost of upkeep.

TRAFFIC CONDITIONS SERIOUS IN CITIES

Traffic conditions in the larger cities of the United States are becoming so serious that the authorities have turned their attention to the problems that now confront them. First and foremost of these problems is the one that has to do with the parking of motor cars in the business districts. An especially serious problem in cities like Chicago, New York, Detroit, Boston, Milwaukee and Indianapolis, where the demands of traffic on the downtown streets have become abnormal. Much of this traffic congestion is caused by the leaving of motor vehicles standing at the curb all day, thus shutting off vehicular traffic of the business houses—transient motorists, one might say—the citizens who do their shopping in motor cars and who are entitled to the use of the curb, but who cannot get the vehicles out of the way of the encroachments of those who drive to business and use the city streets for garage purposes.

Matter appearing on the automobile pages published as news, but under the recent law passed by congress is classified as advertising because the dealers mentioned carry on an important part of this career. It is no sense to have these notices paid advertisements.

TIRES MAKE GOOD ON ROCKY ROADS

"No one can tell just how much hard wear and tear a motor car can stand until the machine has been put through some grueling ordeal that brings out the best in the tires and the chassis. The true merit behind the name plate," remarked W. S. Theobald, manager of the Salt Lake service branch of the United States Rubber company of California, "Equally does this fact hold good in respect to the tires on the car, and the tests that have brought out the best in the motor car you can be sure have worked even greater hardships upon the tires than the ordinary use of the machine's efficiency in these nerve-racking grinds."

Mr. Theobald continued, "Stretches of roads that try the souls of the motorists are not pleasant things to remember, especially for the motorist who has had to drive over them, but inasmuch as they are still with us in many sections, we have to speak on even if it is only to warn motorists not to drive on them when unprepared to meet the obstacles that they present to automobile driving."

"Motorists going over certain stretches of the road between San Diego and Phoenix, which by way was the course over which the recent motorcycle race was run in which Paul Derrum made such a magnificent showing, tell of long reaches of mud and rock-strewn ways, which are called roads out of courtesy, but which are anything else but fit places for motor car travel. These roads have been stilled and have had to wait for assistance to get pulled out of trouble.

"We went over this road," writes a member of a party who had occasion to drive through this section recently, "shortly after the San Diego to Phoenix race, and can truthfully state that if the car had not been of the best and the tires the United States 'Nobby Treads' I doubt if we could have come through without great difficulty. However, with careful driving, we managed to do so, though the remarkable part of the trip is the fact that our tires came through without a puncture and very little sign of the awful treatment they had received."

"If you want to travel through the desert or mountain country, our car has no mistake when you show your car with either 'Nobby Tread' or 'Chain Tread' tires, especially now that winter is upon us."

MODERN BUSINESS DEMANDS TRUCKS

The use of trucks is increasing at a rate which is astonishing. The number of trucks used today is about 60,000, and it is estimated that there will be 80,000 trucks manufactured this coming year.

"This is an age of great progress, of rapid change," says A. L. Taylor of the Salt Lake Automobile company. "Experience is not needed so much as is courage to break away from old methods. Here in Salt Lake firms that have tried trucks are putting in more as their business demands them." Mr. Taylor added:

The business today is carried on at high pressure; intensive business is the order of the day. This means that the business firms must keep up with the procession. The concern that waits until everything is prosperous to make its improvements or adopt methods which will put it head and shoulders above its competitors, makes a fatal mistake. The time to make such a move is when the other fellow is hanging back.

You see motor trucks every day hauling great loads through the streets of this city. Do you know that these trucks not only haul around the city, but go into the country for miles? They go to Murray, Midvale, Sandy or Garfield almost every day. There is a truck line now running regularly between this city and Tooele, making the round trip each day. One of our contractors is moving almost a whole gravel pit from the hillside with large trucks and storing the gravel in the heart of the city, where it will be of easy access in any kind of weather. We know firms in this city that are losing money every day by not using motor trucks.

Undoubtedly one of the greatest accelerators of modern business has been the recuperative state of motor trucks, made possible by the use of motor trucks.

GOODYEAR ADOPTS TIRE PROTECTOR

"The delay in retreading a casing is now obviated by the introduction of a satisfactory substitute—the Standard tire protector," says J. C. Riley, local manager of the Goodyear Tire and Rubber company.

"It is a veritable retread 'while you wait,' and aside from the time saved by this method of recovering, it has many advantages over the ordinary retread."

"Not having the direct air pressure against it and being separate from the tire, it acts as a cushion for the casing to prevent stone bruises and blowouts. An object penetrating the protector will in nearly every instance glance off before continuing through the casing, making it practically puncture-proof."

"When a tire is retreaded, making the tread an integral part of the casing, and the tire gives way within a few miles, the retread is lost. But when the retread is made with a protector the only loss is that of the old casing, and the protector can be removed and used on another tire. In this manner you are sure of getting your money's worth."

"The motorist who uses the tire protector will undoubtedly realize its advantages as the means of saving time in addition to reducing tire expense."

Young Women; Number Surprising.

The number of young women who suffer with weak back, dizzy and nervous spells, dull headache and weariness is surprising. Kidney and bladder ailments cause these troubles, but if Foley Kidney Pills are taken as directed relief follows promptly, and the ills disappear. Contain no habit-forming drugs. Schramm-Johnson, Drugs, "The Never-Substituted," five (5) good stores. (Advertisement.)

St. Mark's Christmas Bazaar.

Through the courtesy of the A. G. Spaulding Co. the ladies of St. Mark's guild will hold the Christmas bazaar in the Spaulding store in the Continental building on Second South, between Main and State streets, Tuesday and Wednesday, December 9 and 10.

Fancy and domestic articles of every description, toys and dolls, home-made cakes and candy will be offered for sale. (Advertisement.)

NEW MOTOR CAR NUMBERS

The following new motor cars were registered at the secretary of state's office during the past week:

No.	Name.	Address.	Car.
4001	Walter Zeiner	Ogden	Cadillac
4002	Charles P. Carlson	Ogden	Hupmobile
4003	Sam Hadley, Jr.	North Ogden	Ford
4004	Scott Campbell	North Ogden	Ford
4005	Franklin C. Osgood	Ogden	Overland
4006	Walter Adams	Provo	Metz
4007	George A. Coleman	Fruitvale, Cal.	Metz
4008	A. L. Short	No. 2710 Seventh East	Franklin
4009	Lucas Company	No. 804 E. 2nd St.	Studebaker Del.
4010	J. W. Nickson	Ogden	Ford
4011	Murray Laundry	No. 332 So. State	Chase Truck

1914 SPEEDWELL CARS EXHIBITED

Dwight Holmes, manager of the Los Angeles branch of the Speedwell agency, is spending a few weeks in Salt Lake to look after the initial shipments of the 1914 Speedwell cars to the local branch. The first car load of these have been received, and is

now on exhibition at the firm's show room, 223 South State street. A number of prospective buyers have been looking at the cars while the demonstrator has been busy ever since the shipment was unloaded.

Mr. Holmes announces that the new rotary valve Speedwell has been shipped and will shortly arrive in Salt Lake. This is the first rotary valve motor built in America, the Speedwell company having bought the exclusive American rights for 1914. Several European cars now use the rotary valve and it is claimed by the owners to far exceed any other style of motor on the market. An engine built with rotary valve has more than 300 less

FOWLER PREPARED TO BUILD

A short trip through the plant of the J. P. Fowler quickly convinces the average owner that this firm has a permanent equipment second to the west. During the past year has rebuilt and added on West Temple street until in a position to practically manufacture automobiles. It matters little how delicate the work may be, machinery has been installed in the business.

The firm intends to make in body building and owing to the many trucks bought in Salt Lake a base for bodies built to order has been established. The Fowler company is noted to take care of this class of business at a price less than bodies shipped city. These can be finished up or cloth tops and upholstered and then painted and any color.

parts than a motor of the type and, in addition to be less, it is claimed to be of Mr. Holmes believes this car is a sensation when first seen in Salt Lake.

NEW LIGHT HUDSON SIX



The most talked of car that ever arrived in Salt Lake.

The new Light Hudson shown above is proving to be the sensation of the year in all Automobile Circles. The car last Monday with prospective purchasers and experienced motorists—and the popular verdict is that at real high grade, small, six-cylinder car has been produced at a price of less than \$2000.

Five Minutes Will Win You to All-Weather Treads

The treads are double-thick—
The rubber is extra tough—
The grips are deep and enduring—
The edges stay sharp—
They face the skidding direction—
The blocks meet at the base—
The surface is flat and smooth.

Here is a tread which runs as smoothly as plain treads. It is just as economical.

It gets rid of all features which made anti-skids costly, or made them cause vibration.

On dry roads it runs like a plain tread. To wet roads it gives an irresistible grip.

It is the tread for all wheels and all seasons. On Goodyear tires—the largest-selling tires in the world—it is outselling plain treads with users. In winter it is an essential.

Five minutes will show you that no other anti-skid begins to so meet the requirements. Some are shallow, some soft, some irregular. Some have rounded grips.

Some have separate projections which center the strains at one point in the fabric. Some cause much vibration.

Here is a flat tread, broad, smooth and regular. Here are deep grips which last for thousands of miles. Here is rubber toughened by a secret process.

GOODYEAR
AKRON, OHIO
No-Rim-Cut Tires
With All-Weather Treads

Here are sharp edges which stay sharp. And the edges face the skidding direction.

Here are blocks that widen out and meet at the base, so the strains are spread as with plain treads.

This is the latest of Goodyear inventions. It solves anti-skid problems as never before. It combines plain-tread economy with the safety of a most tenacious grip.

You are bound to adopt it. A five-minute comparison will make you a convert. Don't buy a tire for winter use without coming to see this tread.

Plus These Savings

All-Weather treads, if wanted, now come on No-Rim-Cut tires. And you get these features too:

Tires that can't rim-cut—
Tires that save blow-outs—
Tires that save loose treads.

We control the No-Rim-Cut feature. The saving of blow-outs adds to our tire cost \$1,500 daily. No other maker adds this extra cost. Our way of preventing tread separation is patented, and we control the patent.

You get all these savings in No-Rim-Cut tires, and in no other tires in the world. As a result, these tires today are the largest-selling tires in the world. You are courting tire trouble, you are wasting tire money, so long as you go without them. Let us prove this to you.

THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO
This company has no connection whatever with any other rubber concern which uses the Goodyear name.
Toronto, Canada London, England Mexico City, Mexico
Branches and Agencies in 103 Principal Cities DEALERS EVERYWHERE Write us on Anything You Want in Rubber
Salt Lake City Branch, 136 East Broadway, Phone Wasatch 5761.

Chase Truck Recently Purchased by the Murray Laundry Co.

Grady-Rouche Motor Car Co., Agent
148 East First South Tel. Was. 6992